



# ABSOLUTE SILENCE.

THE BIRTHDAYS, THE GRADUATION, THE WEDDING DAY... WE WERE THERE TO TOAST THEM ALL.  
SO FROM ONE GREAT SPIRIT TO ANOTHER, HERE'S TO THE MOST ENDURING RITUAL OF ALL.

10% OF NORTH AMERICANS ARE ALCOHOLICS • NEARLY 50% OF AUTOMOBILE FATALITIES ARE LINKED TO ALCOHOL  
A TEENAGER SEES 100,000 ALCOHOL ADS BEFORE REACHING LEGAL DRINKING AGE

**ADBUSTERS** (604) 736-9401